

BOARD	MTG DATE	ITEM NO.
PEHCCP	11/02/00	3b

**STATE OF WISCONSIN
DEPARTMENT OF EMPLOYEE TRUST FUNDS
801 West Badger Road
Madison, WI 53702**

CORRESPONDENCE MEMORANDUM

DATE: October 19, 2000

TO: Private Employer Health Care Coverage Board

FROM: A.B. Orlik, Program Manager

SUBJECT: Procurement Briefing

This memo is provided to you for informational purposes only.

Background

On Tuesday, October 17, ETF held a Procurement Briefing regarding the RFP for administration and marketing of the PEHCPA. The goals of the meeting included:

- Gauging vendor interest, providing background information about the procurement, and soliciting input regarding the procurement process and RFP in advance of the RFP release.
- Facilitating introductions between potential out-of-state administrative vendors and Wisconsin advertising/PR firms which may be eligible to subcontract marketing services.

Invitations were extended to:

- Administrators which responded to our RFI.
- VendorNet subscribers in appropriate categories.
- Certified minority businesses in appropriate categories.
- Vendors in the process of being awarded on the Advertising Services contract with the State.

Results and Next Steps

After the formal presentation and a lively question and answer session, vendors had an opportunity to mingle and make introductions. A list of attendees and others who expressed interest but were unable to attend (and have since received materials from the meeting) is attached for your information. This list has been distributed to all individuals on it, to further facilitate potential partnerships.

If our timeline permits, we anticipate distributing a draft RFP to interested vendors and soliciting responses regarding any mandatory requirements which would preclude them from responding. Vendor feedback will be incorporated where appropriate.

Attachment